



**Board of Trustees Meeting**

**Virtual, Via Zoom:**

Zoom Link: <https://cptc-edu.zoom.us/j/87041875491?pwd=VHhvUnJUVzJQWnRCWU83ZUZicnd0Zz09>  
Passcode: BOTMeeting

Wednesday, October 6, 2021

Study Session: CANCELED  
Regular Meeting: 4:00-?? p.m.

**Regular Meeting Agenda**

<b>4:00</b>	<b>Call to Order, Introductions</b> .....	Carol Mitchell	
	<b>Adoption of Agenda</b> .....	Carol Mitchell	
	<i>Action</i>		
	<b>Approval of the Regular Meeting Minutes of</b> .....	Carol Mitchell	<b>Tab 1</b>
	<b>August 11, 2021</b>		
	<i>Action</i>		
<b>4:05</b>	<b>President’s Report</b> .....	Joyce Loveday	
	• Opening Day		
	• Vaccination Status		
	• Miscellaneous		
<b>4:20</b>	<b>College Reports or Highlights</b>		
	<u>ASG Report</u> .....	ASG Student	<b>Tab 2</b>
	<u>Fall Enrollment Update</u> .....	Scott Latiolais	
	<u>Union Update – International Union of Operating Engineers</u> .....	David Benton, Chair	
	<u>Human Resources Report</u> .....	Kirk Walker	<b>Tab 3</b>
	<u>Marketing &amp; Communications Report</u> .....	Jenn Adrien	<b>Tab 4</b>
	<u>cteLink Update</u> .....	Brian Lee	
<b>5:10</b>	<b>Chair’s Report</b> .....	Carol Mitchell	
<b>5:15</b>	<b>Board Reports and/or Remarks</b> .....	All	

**5:20 Public Comments** ..... Carol Mitchell

**5:25 New Business** ..... Carol Mitchell

**5:25 Executive Session** ..... Carol Mitchell

The Board may hold an executive session for purposes allowed under the Open Public Meetings Act. Legal purposes include, to consider acquisition or sale of real estate; to review negotiations of publicly bid contracts; to receive and evaluate complaints or charges brought against a public officer or employee; to evaluate the qualifications of an applicant for public employment; to review the performance of a public employee; and to discuss with legal counsel matters relating to agency enforcement actions, litigation, or potential litigation. Before convening in executive session, the Board Chair will publicly announce the purpose for executive session and the time when the executive session is expected to conclude.

**5:25 Adjournment** ..... Carol Mitchell



**Board of Trustees Meeting**

Virtual, Via Zoom

Wednesday, August 11, 2021

Study Session: 3:00-4:00 p.m.

Regular Meeting: 4:00-5:20 p.m.

**Study Session Minutes**

**Call to Order:** Chair Mitchell called the Board of Trustees Study Session for Clover Park Technical College (CPTC) to order on August 11, 2021, at 2:59 p.m.

**Board of Trustees Present:**

Carol Mitchell, Chair

Alice Phillips

Lua Pritchard

**College President:** Dr. Joyce Loveday

**Excused Absences:** Mark Martinez, Trustee; Eli Taylor, Trustee; Justin Kjolseth, Assistant Attorney General

**Executive Team:**

Dr. Thomas Broxson, VP, Instruction

Dr. Scott Latiolais, VP, Student Success

Samantha Dana, Assoc. VP, Institutional Effectiveness

Lisa Wolcott, Int. VP, Finance & Administration

**Review End Results that Arose from the Retreat (Tab 1)**

At the June 3, 2021, Board of Trustees Annual Retreat, there was a brainstorming session to create a Trustee “End Results” Policy. The attached draft is a result of the discussion. Trustees lead at the Policy Level and have guided the direction of the College through approval of the Mission, Vision, Values, Core Themes, and Strategic Plan.

Described by the Carver Model of governance, End Result statements are developed by the Board and provided in policy to identify overarching results the organization is to accomplish. Trustees discussed the draft End Results Policy. President Loveday will gather input on the Policy at the Leadership Retreat in September, create a definition page, draft a Board Policy, and bring it for approval at one of the fall Board of Trustees meetings.

**FY 2020-21 4<sup>th</sup> Quarter Budget Report (Tab 2)**

Ms. Wolcott presented the attached report. Trustees thanked Ms. Wolcott and the Finance team for being able to add money back into Reserves and for the great job they have done for the past year without a Vice President for Finance and Administration.

### **General Discussion**

President Loveday said Trustees decided at the Annual Retreat to begin holding face-to-face meetings, with a hybrid option, in October. Due to the spread of COVID variants and a delay in acquiring equipment necessary for a quality hybrid meeting, board members were asked whether they want to continue as planned. After discussion, the Trustees decided to continue virtual meetings through fall quarter. They will revisit the subject in November or December and make a decision of how meetings will be held in winter quarter.

### **Adjournment**

Trustee Mitchell adjourned the meeting at 3:38 p.m.

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## **Regular Meeting Minutes**

**Call to Order:** Chair Mitchell called the Board of Trustees Regular Meeting for Clover Park Technical College (CPTC) to order on August 11, 2021, at 4:00 p.m.

### **Board of Trustees Present:**

Carol Mitchell, Chair  
Alice Phillips  
Lua Pritchard

**College President:** Dr. Joyce Loveday

**Excused Absences:** Mark Martinez, Trustee; Eli Taylor, Trustee; Justin Kjolseth, Assistant Attorney General

### **Executive Team:**

Dr. Thomas Broxson, VP, Instruction  
Dr. Scott Latiolais, VP, Student Success  
Samantha Dana, Assoc. VP, Institutional Effectiveness  
Lisa Wolcott, Int. VP, Finance & Administration

### **Adoption of the Agenda**

#### **MOTION:**

Motion was made by Trustee Phillips and seconded by Trustee Pritchard to adopt a revised agenda, by moving both the FY 2021-22 Operating Budget Report and the New Business item asking for Approval of the FY2021-22 Operating Budget to right after Adoption of the Agenda. The recommendation to change the order of the agenda was made due to an emerging fire near Trustee Phillips' home. Motion was approved unanimously.

### FY 2021-22 Operating Budget (Tab 6)

Ms. Wolcott discussed the proposed FY 2021-22 Operating Budget. Trustees thanked Ms. Wolcott for her great work and for presenting the budget in a way that is easy to understand.

### **New Business (Tab 6)**

#### **MOTION:**

Motion to approve the FY 2021-22 Operating Budget was made by Trustee Pritchard, and seconded by Trustee Phillips. Motion was approved unanimously.

## **Approval of Minutes (Tab 3)**

### **MOTION:**

Motion to approve the minutes of the Regular Board meeting of June 9, 2021, as presented, was made by Trustee Pritchard and seconded by Trustee Phillips. Motion was approved unanimously.

## **President's Report**

### COVID Response Update

President Loveday gave a brief update on COVID. CPTC decided to align with the Governor and require a fully-vaccinated campus (with exemptions for health, religious, and philosophical reasons). Check-in procedures will still be in place – everyone will continue to attest to wellness, masking is required for the unvaccinated, and faculty in programs where masking is advisable can submit a plan to continue required masking in labs.

### WACTC Retreat

The WACTC President's Annual Retreat was held in person, for the first time in 18 months, in Spokane. Meetings focused on trends in higher education, innovation, funding opportunities for CTCs, and "what's upcoming for the year."

### Miscellaneous

#### *FIPSE Grant*

CPTC applied for the FIPSE Grant (Fund for the Improvement of Postsecondary Education) to support faculty in re-design and improving learning at the College. CPTC also participated in a consortium grant application with Lake Washington and two other colleges (it was approved). The College was awarded \$1.1M from the FIPSE Grant and \$500K from the consortium grant. The grants will provide support to help us improve Instruction, service, and outcomes.

#### *ctcLink*

The State Board ctcLink Steering Committee finalized CPTC's official Go Live date with ctcLink this past week. CPTC will go live on April 25, 2022. The President praised staff from across the College for the significant time and effort committed to make sure the transition to ctcLink is successful.

#### *Accreditation Preparation*

The College's Accreditation Visit will be October 25-27, via Zoom. The Team may schedule a meeting with Trustees to hear the higher level interests of the College, connections with industry, and the focus of the institution.

#### *Policy Updates*

Policy 4.13 – Student Concern Procedures. Two sections were added: Describing Student Academic Freedom and Types of Concerns that are Excluded from the Student Concern Procedures (handled elsewhere). Policy 5.16 – Right to Request Identification was expanded to include that CPTC strives to provide a safe and secure campus and that we adhere to federal FERPA/HIPPA regulations, state public records laws, and other applicable privacy laws and regulations. These will be given to Chair Mitchell for signature.

#### *Future Meetings*

Reminder: there is no Board of Trustees meeting in September. Board meetings will continue to be held virtually through fall quarter.

## **College Reports or Highlights**

### Accreditation Update

Ms. Dana reported:

- A team has been working on the Accreditation report since August 2019
- There is a Steering Committee comprised of subject matter experts and a faculty union representative
  - There are subcommittees with additional experts
- The report will be submitted on August 23
- CPTC's Site Visit will be October 25-27, 2021
  - Faculty, staff, students, and Trustees will be invited to participate

### Core Theme Presentation – Workforce Preparation (Tab 4)

Ms. Dana and Dr. Broxson shared the attached Core Theme presentation on Workforce Preparation. Chair Mitchell noted that some of these metrics seem to fit well with the seven End Results created from the Board of Trustees Retreat in June. She would like to see the correlation between workforce core theme measurements and what Trustees are asking in the End Results Policy at a future meeting.

### Summer Enrollment Update (Tab 5)

Dr. Latiolais and Ms. Dana presented the attached Summer Enrollment Update. Some professional-technical programs saw an increase this summer over last, a decline in some general education programs from last summer, and developmental education enrollment remained flat. Chair Mitchell asked why some programs remained flat. Dr. Latiolais will report back at a future meeting. Ms. Dana noted that the College received two grants in 2019 and 2020, specifically to get more students into college-level classes sooner. That may be one contributing factor.

### **Chair's Report**

Chair Mitchell has been to some conferences where people have given up on higher education. Some couldn't make it work virtually, some had too many distractions with kids and spouses at home, and some because they didn't have an immediate return on investment and weren't sure how to survive in the interim. One suggestion was for colleges to get into entrepreneurship or an incubator business. As the College thinks about innovative ways to increase enrollment, Chair Mitchell asked if they would consider these options, so students can have flexibility with their families and have some immediate income, while achieving their goals.

Chair Mitchell has the privilege of sitting on the Association of Community College Trustees (ACCT) Annual Charles Kennedy Equity Awards Committee and rated four nominees for that prestigious award.

The impasse of the end of the eviction moratorium probably affects some CPTC students who need to move, need help to try and stay in their home, or deal with overdue rent balances. Tacomaprobono.org has some federal and state dollars, maybe some county dollars, available to provide no-cost or low-cost civil legal services for eviction prevention. Their Housing Justice Project is always available if one needs help clearing up criminal records that are getting in the way of housing, phone number (253) 572-5134, x 102.

**Board Reports and/or Remarks**

Trustee Pritchard said last week was Samoa Cultural Week at Asia Pacific Cultural Center. Activities were held at the McGavick Conference Center on Friday, and community Samoan leaders were pleased with how things went and are looking forward to returning for more events. Thank you to the staff.

Trustee Phillips was on the interview team for the City of Tacoma's Human Resources Director. Shelby Fritz, formerly at CPTC, was appointed to the position. President Loveday commented that CPTC appreciated the work of Ms. Fritz and offered her congratulations.

**Public Comments**

No public comments.

**Executive Session**

No Executive Session.

**Next Meeting**

October 6, 2021, details to follow.

**Adjournment****MOTION:**

Motion to adjourn was made by Trustee Pritchard at 5:06 p.m., seconded by Trustee Phillips. Motion was approved unanimously.

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**Dr. Joyce Loveday**  
**President**  
**College District Twenty-Nine**

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**Carol Mitchell**  
**Chair, Board of Trustees**  
**College District Twenty-Nine**



# CPTC FITNESS CENTER

## Associated Student Government – September 2021

### Highlights

The Associated Student Government (ASG) attended the 2021 Student Leadership Conference, along with over 200 student leaders from across the state. Students participated in workshops regarding student advocacy, civic engagement, leading with racial equity, and how to be a rock star student leader. There were also opportunities to participate in a virtual showcase with vendors from across the country and a virtual networking event to meet and build connections with other student leaders from across the state.

The [CPTC Fitness Center](#) reopened on September 27. Eligible CPTC students, staff, and faculty can schedule one 45-minute block of time for their workouts each day using Microsoft Bookings.

### Increasing Student Advocacy

The ASG will be conducting a voter registration drive October 5-25. During the campaign, students will be assisting with new voter registration and informing the folks about important deadlines, online tools, and drop box locations in Pierce County.

### Partnership Highlights

The Department of Student Life, in partnership with the ASG, Enrollment Services, Student Aid & Scholarships, Workforce Development, Advising & Counseling, and Hayes Child Development Center helped welcome students (back) to campus by distributing over 250 swag bags.

The ASG is partnering with a handful of other Washington State Community & Technical Colleges to bring CPTC students, staff, and faculty an exciting opportunity to celebrate Hispanic Heritage Month and attend a discussion with Maria Hinojosa, a reporter, anchor, and executive producer of the Peabody Award winning show, Latino USA. The event will take place on October 8 from 1-2 p.m. via a live YouTube stream.

### Student Governance

On June 2, 2021, the ASG unanimously voted to approve the adoption of the proposed Bylaws & Constitution to support the restructure of the ASG that was piloted from 2019-2021.

ASG Committee Chairs for the 2021-22 academic year are: Michelle Ryder (Civic Engagement), Mel Stone (Diversity & Inclusion), Shaun Mason (Events & Activities), Ture Sandin (Health & Wellness), and Alyssa Martin (Student Success).

All fall quarter student government meetings will take place via zoom and are open to the public. For more information about the meetings visit <https://www.cptc.edu/involvement/asg>.

### By The Numbers

- 50** Hours of student Leader Training
- 67** Bus Passes distributed (9/23-9/30)
- 449** lbs. of food distributed (summer quarter)
- 667** New Student Orientation Sign-Ons

### Upcoming Events

- CPTC On-Demand Movie Weekend**  
October 1-3, In The Heights
- Virtual Trivia Night**  
October 6, 5-6:15 p.m.
- Hispanic Heritage Month - A Discussion with Maria Hinojosa**  
October 8, 1-2 p.m.
- The Great Pumpkin Run - Virtual 5K Series**  
October 22-31



# CPTC's Human Resources and Payroll Update



**KIRK WALKER**  
**CHIEF HUMAN RESOURCE OFFICER**

# Overview



- Talent Acquisition
- Training & Development
- Collective Bargaining Agreements – negotiations
- Key Projects

# Talent Acquisition

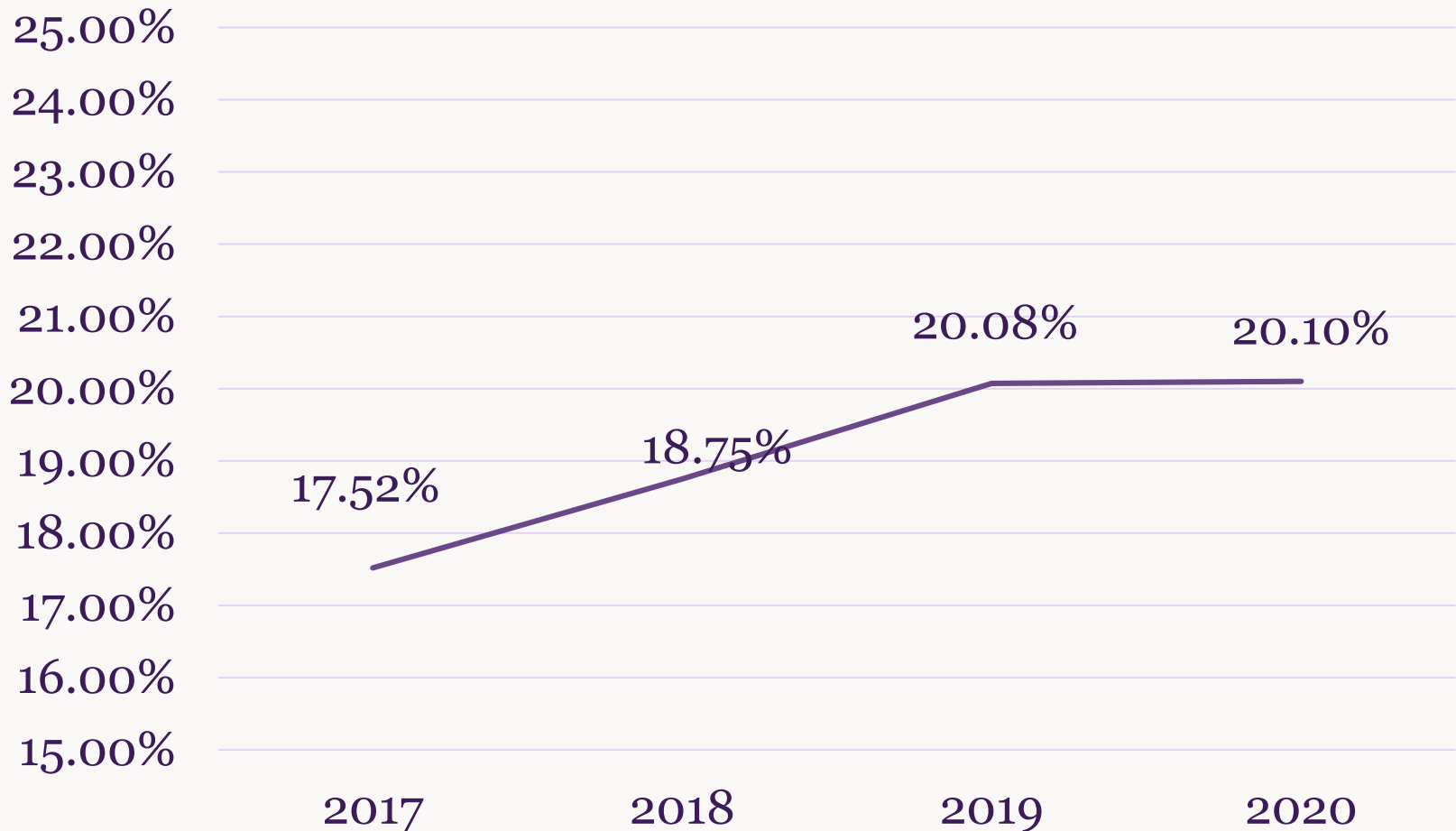


- #1 decision we make at Clover Park is each hiring decision
- Performance based recruitment
- Search advocate training
- Diversity plan

# Talent Acquisition



Clover Park's Percentage of Minority Full-time Staff



# Training & Development



- Two opportunities for “All”
  - Opening Day
    - ✦ Prior to Fall Quarter annually
  - All Faculty and Staff Professional Development Day
    - ✦ March 5, 2021
  - Faculty In-service days\*
- Work from home trainings
  - SafeColleges
  - Webinars
  - Employee Assistance Programs

\*HR/SD support – but led by Instruction

# Union Contract Status



- **New** Faculty: Contract expires June 30, 2024
- **New** Federation of Classified Employees: Contract expires June 30, 2024
- **New** IUOE: Contract expires August 31, 2024
- AFT Professional Staff: Contract expires June 30, 2023

# Projects



- Emergency Shared Leave Pool
- Voluntary Furlough and the Shared Work Program
- Voluntary Early Retirement Incentive
- Voluntary Tenure Track Buy Out Incentive
- COVID 19 Memorandum of Understanding
- Work From Home Training Opportunities
- Reorganizations
- ctcLink
- Vaccination Mandate

# Questions?





# Marketing & Communications

BOARD OF TRUSTEES MEETING

OCTOBER 2021

# CPT*si*

## Target

- ▶ Promote career & prof tech programs to Spanish-speaking adults
- ▶ Spanish speakers and influencers of college-aged adults
- ▶ Pierce County service area ZIP codes
- ▶ Geo-fence Spanish-speaking locations
- ▶ Behavioral targeting
- ▶ Google ads, Facebook, Instagram



CPT*Si*



**APLICAR HOY.**

Empezar el próximo trimestre.



**EARN YOUR BACHELOR'S DEGREE AT  
CLOVER PARK TECHNICAL COLLEGE.**

**Se puede graduarse.**



**¡Sí se puede con CPTC!**

**Se incluyen a los Dreamers.**



**CAMBIAR  
SU VIDA EN  
2021.**

Se puede progresar.



**SOLICITAR  
AYUDA  
FINANCIERA.**

**SÍ, SE  
PUEDE**



**SE PUEDE TENER  
ÉXITO CON**



**SE INCLUYEN A LOS DREAMERS Y  
ESTUDIANTES INDOCUMENTADOS.**





CPT*sí*

**CPT*sí***

**¡Sí se puede con CPTC!**

**Se incluyen a los Dreamers.**




**CPT*sí***

**¡Sí se puede con CPTC!**

**Cambie su vida en 2021.**




**CPT*sí***

**¡Sí se puede con CPTC!**

**Solicitar ayuda financiera.**

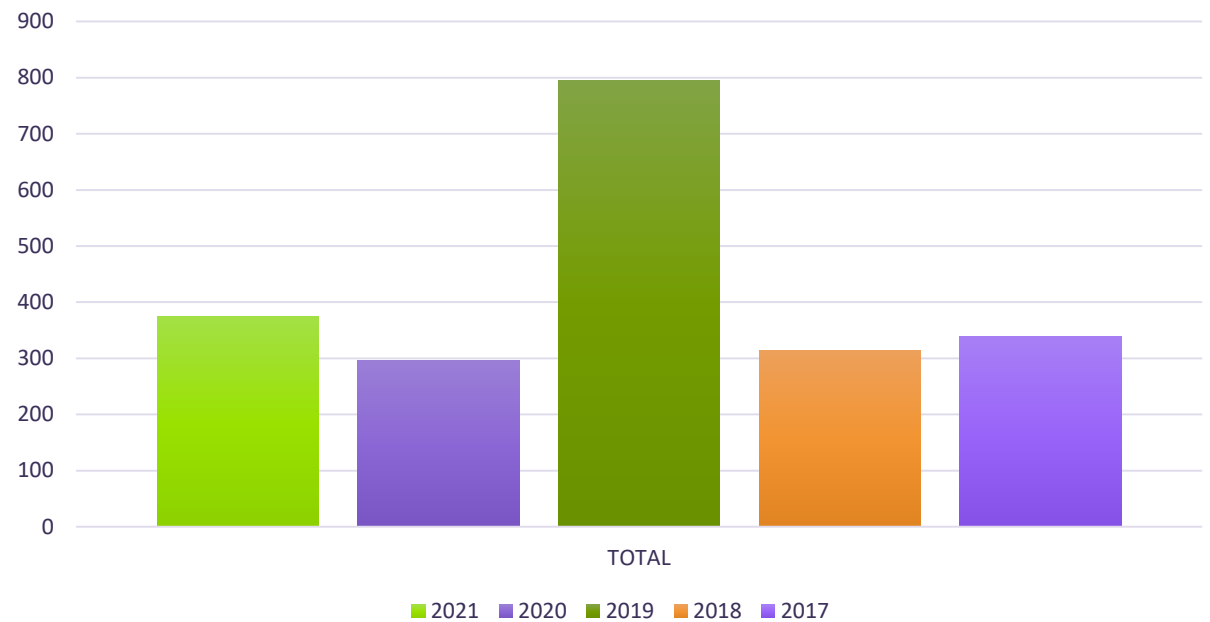





# CPT*si*

- ▶ **AWARENESS:** 747,750 ads delivered
- ▶ **PROSPECTS** clicked on ads 974 times
- ▶ **WEBSITE** visits: 585
- ▶ **CAMPUS** visits: 1,640

Website traffic



# Stop-out campaign

- ▶ **Targets:** Former students & incomplete applicants
- ▶ **Message:** come back to CPTC
- ▶ **Campaign timeline:** April 5 to June 30
- ▶ **Impressions:** 904,126
- ▶ **Clicks:** 942
- ▶ **CTR:** .10%
- ▶ **Geofencing conversion:** 494

people.com



People

SUBSCRIBE



CREDIT: ANNIE LEIBOVITZ//VOGUE

Amanda Gorman is making history.

Only a few months after the poet and activist became a national obsession thanks to the reading of her poem "The Hill We Climb" at the inauguration of President Joe Biden and Vice President Kamala Harris, Gorman, 23, has landed the cover of *Vogue*, shot by famed photographer Annie Leibovitz.

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Claude Monet's painting titled "Meules" is hung before being auctioned. The painting, one of Monet's iconic paintings of haystacks, fetched a record \$110.7 million at an auction in New York, May 14, 2019. [Full story](#)  
Courtesy Sotheby's via AP

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**Bossi's take:** Keep in mind that the caveat here is that **Marcus Carr** is going to check his NBA Draft status first. Also, the high scoring Canadian who has shown he can put a team on his back late is likely going to limit the schools he considers to a very select few. But, a guy with his experience, his proven ability to go out and make game winning plays against Big Ten competition is going to be in demand.

Schools are going to have to ask themselves if going after him is worth the risk of missing out on others and Carr potentially choosing to go pro. But, that gamble could ultimately pay off huge if Carr elects to play college ball in 2021-22. Should he end up in college, it isn't difficult to see him putting up big numbers at a blue blood.

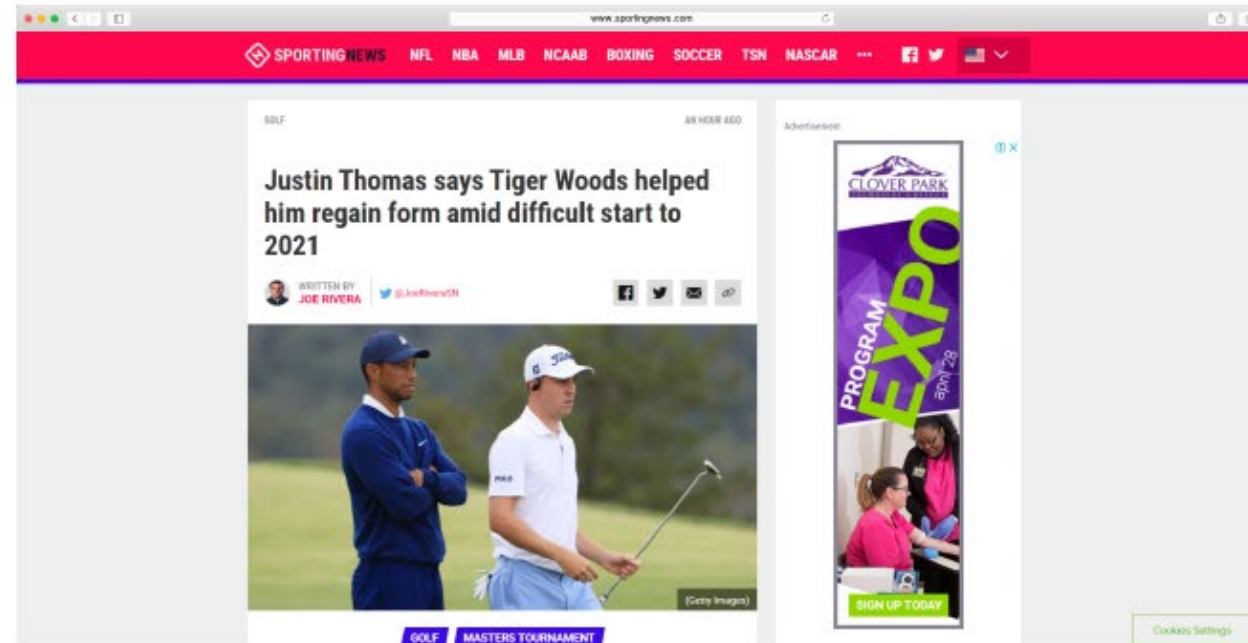
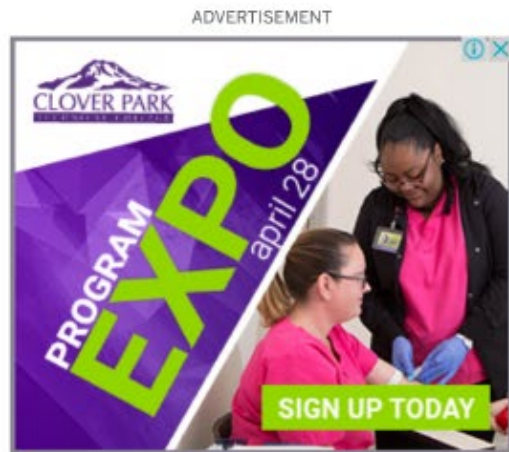
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CLOVER PARK  
PROGRAM  
EXPO  
SIGN UP TODAY





The college, a complex of low-slung buildings surrounded by cottonwood trees, occupies a remote corner of the high desert, roughly 20 miles from the Nevada border. Framed by volcanic peaks, rock towers and sagebrush-studded alluvial fans, the area is the very definition of “remote.”





# Suburban Times

APRIL 28  
**PROGRAM  
EXPO**



RSVP NOW  
[cptc.edu/expo](http://cptc.edu/expo)



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TECHNICAL COLLEGE

**MOVE  
FORWARD.  
WE CAN HELP.**



[cptc.edu/start](http://cptc.edu/start)



CLOVER PARK  
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Q13



"From certificates to bachelor degrees, we're educating tomorrow's workforce today."

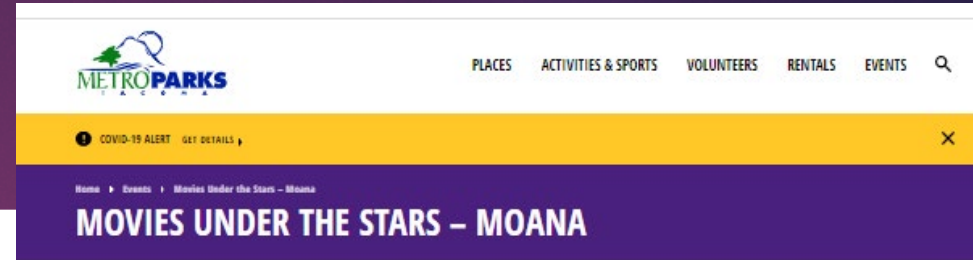
Q13 15-second video spot

A screenshot of the Q13 FOX website. The website has a dark blue header with the Q13 FOX logo and navigation links like "Live", "News", "COVID", "Sports", "This Morning", "Contests", and "More". A red banner at the top says "River Flood Warning until SAT 5:18 AM EDT, Chelan County". Below the header is a navigation bar with the CPTC logo and the text "CPTC WHAT'S NEXT." and a "Get Started" button. The main content area features a "Top Stories" section with a large article titled "Man seen throwing rocks, concrete onto I-90 again" with a sub-headline "A man suspected of throwing large rocks or pieces of concrete onto I-90 and injuring at least two people this week was back at it Friday morning." Other articles include "Warrant issued for man accused of kicking Seattle dog to death, new felony charges filed", "Facebook suspends Trump for 2 years after copyright board ruling", "Kent police asking for community's help in locating missing young adult with autism", "Rained Seahawk Greg Olsen's 8-year-old son gets heart donor", "Police: Gunshot victim pushes car into home in Burien", "Ransom man accused of kidnapping 10-year-old daughter to unnecessary medical procedures pleads not guilty", "Man shot by police after chase on I-5 in Clark County", "Seattle Police rifle stolen during summer camp found behind home in Marysville backyard", "First raindrops of June ahead for the weekend", "Pierce County encouraging vaccination with giveaways", and "Pierce County encouraging vaccination with giveaways". There is also a "Sponsored Stories" section with various articles. A "COVID-19 in Washington" section is at the bottom. A large green circle highlights the CPTC advertisement at the top and bottom of the page. The advertisement features the CPTC logo, the text "CPTC WHAT'S NEXT.", and a "Get Started" button. The advertisement also includes a photo of a man in a white shirt and a woman in a blue shirt.



# Other developments

- ▶ New staff member: web services technician
- ▶ Metro Parks summer movies
- ▶ Year-long campaign with a single agency
- ▶ SEM & SEO
- ▶ Drupal conversion by November 1



Join us for movies under the stars this summer at the SEBA Complex (behind STAR Center)! Movie begins at dusk. Free admission.

- Friday, July 30: Moana (rated PG)
- Friday, August 6: Black Panther (rated PG-13)
- Friday, August 13: Coco (rated PG)
- Friday, August 20: Raya and the Last Dragon (rated PG)

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